Oracle Analytics Cloud

Today, people in your organization are doing analysis dozens of ways, using spreadsheets, applications, desktop tools, long-standing data warehouses, and business intelligence software. That means you are managing multiple requirements for data, access, and visualization, not to mention the associated costs. At the same time, everyone wants more innovation, faster, without sacrificing correct and consistent results. So, the question you face is how to do it all: how will you get the flexibility you need together with the structure to drive accuracy and the speed to disrupt your competitors?

ORACLE ANALYTICS CLOUD

The answer is easier than you might think. Oracle Analytics Cloud is a single and complete platform that empowers your entire organization to ask any question of any data in any environment on any device. It fits into your ecosystem helping you do as much of your analysis as possible in the cloud, at the same time it offers easy access to any data source so you make the best use of all your data no matter where it is. It provides a variety of options for intelligent analysis without being overwhelming to deploy and manage, making it an effective way to engage more people in analysis and extend your organization's expertise.

Oracle Analytics Cloud makes it easy for you to capitalize on cloud analytics today and in the future.
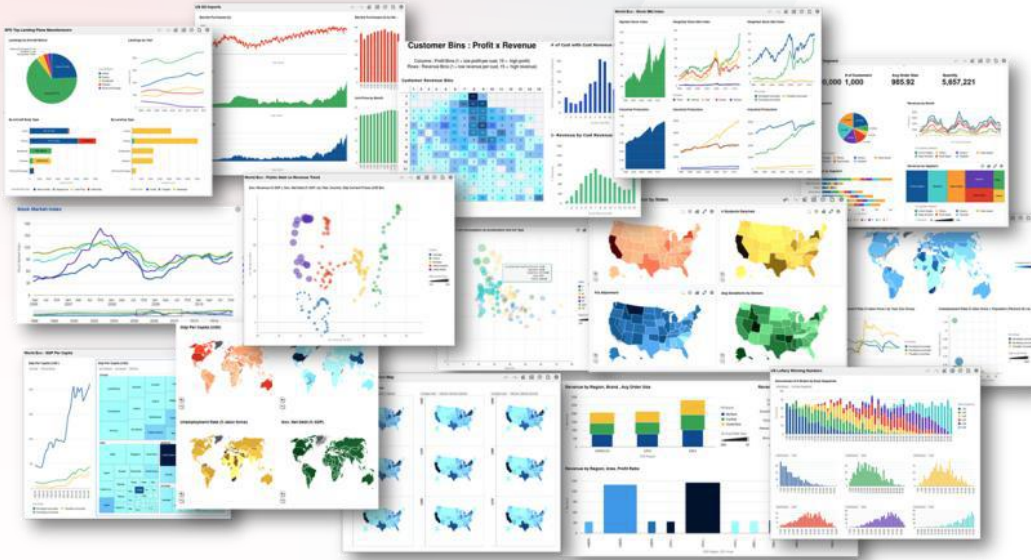
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Figure 1. Visualizations in Oracle Analytics Cloud.

COMPLETE: EVERYTHING YOU NEED FOR ANALYTICS

Oracle Analytics Cloud combines existing and new services to deliver the industry's most comprehensive analytics in the cloud. This gives you all the capabilities you expect as well as new ways to capitalize on your organization's collective intelligence. It provides everything you need for analytic agility, from fast, fluid self-service discovery to simple yet sophisticated data loading and blending, powerful inline data prep, data enrichment, automatic visualizations, data storytelling, instant mobile with full authoring, easy and extensible advanced analytics, and more.

The core capabilities of Oracle Analytics Cloud are:

- Oracle Data Visualization, our self-service approach to enable users to create stunning visuals to explain their results and share them with colleagues

- Data preparation and enrichment, which is built into our analytics cloud platform

- Business scenario modeling with Essbase, an industry-leading modeling engine for self-service, multidimensional, and visual analyses

- Proactive mobile that learns your routine and delivers contextual insights, at the right time and location in your daily activities while on the go

- Enterprise reporting, governance, and security, with a semantic layer that maps complex data into familiar business terms and offers a consolidated view of data across the organization

No other solution combines this array of capabilities to satisfy the needs of your entire organization, at any scale.

CONNECTED: GETTING YOU THE RIGHT DATA AT THE RIGHT TIME

Oracle Analytics Cloud currently offers connections to most data sources and the list grows with every release, giving you an easy way to connect people and processes to the information they need. Likewise, open integration frameworks help connect analytics across business processes and environments, streamlining work and enabling the best possible user experiences. Working with data and creating connected experiences is simple and smart with Oracle Analytics Cloud:

- Automatic visualization for all your data, whether you load it self-service or through operational integrations, so you can quickly see its shape and quality.

- Data connectors are available for a wide array of sources, Oracle and non-Oracle. In addition to native connectors, Oracle Analytics Cloud supports Open Database Connectivity (ODBC) and JDBC.

- Intelligence is embedded in connectors for Oracle SaaS applications, getting you to meaningful information right away and accelerating your analysis.

- Powerful inline data preparation includes visual data flows with the power of machine learning that allow you to see the steps to transform and enrich data, then automate them.

- A Software Developer Kit enables you to incorporate custom visualizations, and an extensible framework makes it easy to embed Oracle Analytics Cloud into other applications and user experiences so people can incorporate analysis into their daily work.

Figure 3. Sample visual data flow in Oracle Data Visualization Desktop (included with Oracle Analytics Cloud)

COLLABORATIVE: CHANGING THE WAY YOU WORK

Oracle Analytics Cloud is a single, central platform with comprehensive capabilities, including:

- Analytics for every need: descriptive, predictive, prescriptive, proactive

- Governed self-service discovery

- Search and voice-driven analytics

- Visual storytelling

- Self-learning analytics delivering proactive insights via mobile devices

- User-driven what-if modeling based on Excel and executed in Essbase

- Full range of options for data loading and blending, from self-service to operational integration

- Powerful inline data preparation and enrichment for all data, from personal to corporate

- Visual workflows for automating data prep and enrichment

- Enterprise-class semantic layer for reporting and analysis

- Granular security

- Elastic cloud

Proactive self-learning insights, smart visualization, and analytic storytelling drive you to new levels of collaboration and innovation. With Oracle Analytics Cloud, you now have a strategic platform you can use to capitalize on the collective intelligence of people, processes, and machines—allowing you to turn insight into action. Extending analytics with social and mobile metaphors fuels intuitive interactions, including:

- Search and voice-driven analysis, with visualizations building automatically as you tap or talk, allowing you to understand the data and adjust your direction based on each new insight

- Contextual, proactive analytics on your mobile devices, fueled by machine learning in conjunction with usage patterns, including location, preferences, connections with your colleagues, and more

- Sharing and collaboration capabilities that support the entire analytics process, so you can make public comments, create private discussions, and share insights via third-party apps

- Visual storytelling, which allows you to create and share dynamic data stories that highlight the path to new insights, changing your audience from passive recipients to active participants

Figure 4. Contextual, voice-driven analytics in Oracle Day by Day.

CHOICE: GIVING YOU THE BEST OPTIONS FOR YOUR BUSINESS

Oracle Analytics Cloud gives you the flexibility to grow and change as your business does, at the same time it puts you in complete control of your analytics environment:

- Analyze any data, anywhere—in the cloud, on the ground, or a combination of both (hybrid). Leave data on-premises and run your analytics in the cloud.

- Balance business freedom and data governance to achieve the best blend of self-service agility and operational consistency for your organization—so you can fuel innovation without sacrificing accuracy and peace of mind.

- Accommodate changing demand easily—dynamically adding capabilities and capacity to handle peaks, and removing them when demand diminishes.

Oracle Analytics Cloud editions:

Oracle Analytics Cloud Standard: This provides Oracle Data Visualization capabilities on Oracle's managed platform, including autonomous self-service discovery and data prep across the web, desktop, and mobile.

Oracle Analytics Cloud Essbase: This includes the Standard edition plus accelerated analysis via Essbase and support for creating scalable, shareable, high performance data flows.

Oracle Analytics Cloud Enterprise: This includes the Standard edition plus support for a full semantic layer that enables proactive analytics via Oracle Day by Day, lift and shift for the Oracle Business Intelligence Enterprise Edition, and live optimized connectivity to data warehouses.

Please check latest pricing here.

GET THE VALUE YOU WANT FROM ANALYTICS TODAY

Today's demanding and dynamic business environment means that more than ever, you need to be the master of your data and your destiny, so you can manage growth and enable innovation on your schedule, and in line with your budget.

Oracle Analytics Cloud is a single, central solution that provides everything you need, so you don't have to try to figure out what your analytics environment will look like next quarter, next year, or in five years, and guess how to purchase for that now. Oracle Analytics Cloud allows you to buy what you need to get the value you want from analytics today, and continue to take advantage of its complete, connected, collaborative platform as you grow, giving you the freedom of choice to do analytics the way you want to, anytime, anywhere.

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